GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:1363
ANSWERED ON:23.11.2016
Revenue by Vinyl-Wrap Advertisement
Meinya Dr. Thokchom

Will the Minister of RAILWAYS be pleased to state:

(a) whether vinyl-wrap advertisement has been allowed for 10,000 trains by the Indian Railways;

(b) if so, the details thereof;

(c) the estimated annual revenue earnings from such advertisements; and

(d) whether Rajdhanis and Shatabdis are also opened for vinyl - wrap advertisement and if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI RAJEN GOHAIN)

(a) to (d): Yes, Madam. Indian Railways will be inviting open and transparent bids for vinyl-wrapping of all trains, including Rajdhanis and Shatabdi trains. Four trains viz Mumbai Rajdhani (12951/12952), August Kranti Rajdhani (12953/12954), Ahmedabad Shatabdi (12009/12010) and Ahmedabad-Mumbai Central Double Decker (12931/12932) have been awarded for vinyl-wrap advertisement for ` 8.12 crore per annum. The total estimated annual revenue from vinyl wrap has not been finalized.

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